

**BOARD OF COUNTY COMMISSIONERS  
AGENDA ITEM SUMMARY**

Meeting Date: DECEMBER 21, 2005

Division: TDC

Bulk Item: Yes X No     

Department:                                     

Staff Contact Person: Maxine Pacini

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**AGENDA ITEM WORDING:**

Approval of a Resolution transferring Catastrophic/Emergency funds to generic and district Advertising Emergency Funds retroactive to November 1, 2005.

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**ITEM BACKGROUND:**

TDC approved same at their meeting of November 30, 2005

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**PREVIOUS RELEVANT BOCC ACTION:**

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**CONTRACT/AGREEMENT CHANGES:**

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**STAFF RECOMMENDATIONS:**

Approval

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**TOTAL COST:** \$507,793      **BUDGETED:** Yes X No     

**COST TO COUNTY:** \$507,793      **SOURCE OF FUNDS:** TDC

**REVENUE PRODUCING:** Yes X No           **AMOUNT PER MONTH**           **Year**     

**APPROVED BY:**    County Atty X    OMB/Purchasing X      Risk Management X

**DIVISION DIRECTOR APPROVAL:**

  
(Harold Wheeler signed by: Maxine Pacini)

**DOCUMENTATION:**    Included X      Not Required     

**DISPOSITION:**                                     

**AGENDA ITEM #**

## RESOLUTION NO.     -2005 RESOLUTION TRANSFERRING FUNDS

**WHEREAS**, it is necessary for the Board of County Commissioners of Monroe County, Florida, to make budgeted transfers set up in the Monroe County Budget for fiscal year 2005-2006 and to create new items under said budget, now, therefore.

**BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF MONROE COUNTY, FLORIDA, that:**

1. The budgeted amounts previously set up in the Monroe County Budget for the fiscal year 2005-2006 in the amounts hereinafter set forth be transferred to and from the following account.

Transfer from TDC Admin & Promotion, 2 CENT  
Item #116 78090 530340 T66R273X 530340  
Function #5500  
Catastrophic/Emergency  
The sum of \$150,000.00  
Into TDC Admin & Promotion, 2 CENT  
Item #116 76065 530340 T66G539X 530340  
Function #5500  
Advertising Emergency Funds

Transfer from District I, 3 CENT  
Item #117 77090 530340 T67R276X 530340  
Function #5500  
Catastrophic/Emergency  
The sum of \$197,700.00  
Into District I, 3 CENT  
Item #117 77020 530340 T67P539X 530340  
Function #5500  
Dist I Advertising Emergency

Transfer from District II, 3 CENT  
Item #118 78090 530340 T68R278X 530340  
Function #5500  
Catastrophic/Emergency  
The sum of \$33,393.00  
Into District II, 3 CENT  
Item #118 77020 530340 T68P539X 530340  
Function #5500  
Dist II Advertising Emergency

Transfer from District III, 3 CENT  
Item #119 79090 530340 T69R280X 530340  
Function #5500  
Catastrophic/Emergency  
The sum of \$10,000.00  
Into District III, 3 CENT  
Item #119 79020 530340 T69P539X 530340  
Function #5500  
Dist III Advertising Emergency

Transfer from District IV, 3 CENT  
Item #120 70090 530340 T60R282X 530340  
Function #5500  
Catastrophic/Emergency  
The sum of \$58,000.00  
Into District IV, 3 CENT  
Item #120 70020 530340 T60P539X 530340  
Function #5500  
Dist IV Advertising Emergency

Transfer from District V, 3 CENT  
Item #121 71090 530340 T61R284X 530340  
Function #5500  
Catastrophic/Emergency  
The sum of \$58,700.00  
Into District V, 3 CENT  
Item #121 71020 530340 T61P539X 530340  
Function #5500  
Dist V Advertising Emergency ,

2. This resolution shall be effective November 1, 2005.

3. BE IT FURTHER RESOLVED BY SAID BOARD that the Clerk of Board be and he is hereby authorized to take the necessary action to effect the transfers of funds heretofore set forth.

PASSED AND ADOPTED by the Board of County Commissioners of Monroe County, Florida, at a regular meeting of said Board held on the \_\_\_\_\_ day of \_\_\_\_\_, A.D. 2005.

Mayor McCoy \_\_\_\_\_

Mayor Pro Tem Nelson \_\_\_\_\_

Commissioner Neugent \_\_\_\_\_

Commissioner Rice \_\_\_\_\_

Commissioner Spehar \_\_\_\_\_

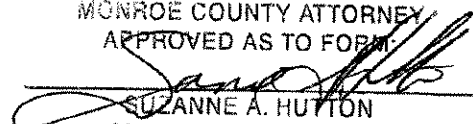
(SEAL)

BY: \_\_\_\_\_  
Mayor/Chairman  
BOARD OF COUNTY COMMISSION  
OF MONROE COUNTY, FLORIDA

ATTEST:

\_\_\_\_\_  
CLERK

MONROE COUNTY ATTORNEY  
APPROVED AS TO FORM

  
SUZANNE A. HUTTON  
ASSISTANT COUNTY ATTORNEY  
Date 12/02/05

# THE FLORIDA KEYS & KEY WEST

MONROE COUNTY TOURIST DEVELOPMENT COUNCIL

*Come as You are.®*

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**DATE:** November 9, 2005

**TO:** TDC Members

**FROM:** Harold Wheeler, TDC Director

**RE:** **Emergency Funds**

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Hurricane Wilma significantly impacted the Florida Keys on October 23-24, 2005. Even before the storm, emergency management officials called an evacuation order for our visitors on Wednesday, October 19<sup>th</sup>.

After the storm, an evaluation of the communities throughout the Keys was completed by governmental officials and tourist related businesses. The Upper and Middle Keys were open for visitors to return on Friday, October 29<sup>th</sup>, and the Lower Keys and Key West were reopened on Monday, October 31<sup>st</sup>. Key West and the Lower Keys were mainly closed to visitors for thirteen (13) days.

The storm has caused not only physical disaster, but an economic disaster for the residents and businesses in Monroe County.

The TDC staff, agencies of record and TDC Chairman Michael Ingram worked on developing an emergency promotional response to the situation. Chairman Ingram approved a one hundred and fifty thousand dollar (\$150,000) Emergency Generic Advertising plan in the best interests of Monroe County. That plan is enclosed for your review that totals \$134,732.

The District Advisory Committee (DAC's) met on November 1-2, 2005 and approved the following Emergency Advertising allocations for the TDC to approve:

DAC 5 - \$58,700  
DAC 4 - \$58,000  
DAC 3 - \$10,000  
DAC 2 - \$33,393  
DAC 1 - \$197,700

The TDC would need to declare that an emergency exists, and approve the recommendations of the DAC's, and Emergency Generic plan of up to \$150,000. If the TDC approves the allocation of funding, the Board of County Commissioner (BOCC) would also need to approve the TDC requests at their December meeting.

The recommendation is to approve the \$150,000 Generic Emergency Advertising plan, and the requests of the DAC's combined total of \$357,793. The total of all emergency fund recommendations for Generic and District Advertising is \$507,793. The approval would need to be retroactive to November 1, 2005.